

The background of the advertisement features a close-up, low-angle shot of several people's legs and feet wearing cowboy boots, standing on a wooden dance floor. The scene is lit with warm, golden-yellow light, suggesting a stage or dance hall atmosphere. A red rectangular box is superimposed over the upper center of the image, containing the Marlboro logo and event title.

**Marlboro**

*Country Nights*  
**DANCE SHOWDOWN '97**

**National Grand Prize \$10,000  
Local, Regional and National Cash Prizes  
SEE DISPLAY FOR DETAILS**

05596-C3 © Philip Morris Inc. 1997

Must be 21 years of age or older to participate.

16 mg. "tar," 1.1 mg. nicotine av. per cigarette by FTC method.



**SURGEON GENERAL'S WARNING: Smoking  
By Pregnant Women May Result in Fetal  
Injury, Premature Birth, And Low Birth Weight.**

**05596-C3**